

Y+

☐ Generate Collection Print

L2: Entry 1 of 3

File: USPT

Aug 6, 2002

US-PAT-NO: 6430605
DOCUMENT-IDENTIFIER: US 6430605 B2

TITLE: System permitting retail stores to place advertisements on roadside electronic billboard displays that tie into point of purchase displays at stores

DATE-ISSUED: August 6, 2002

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|----------------------|--------------------|-------|----------|---------|
| Hunter; Charles Eric | Hilton Head Island | SC | | |

ASSIGNEE-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|---------------------|-------------|-------|----------|---------|-----------|
| World Theatre, Inc. | Morrisville | NC | | | 02 |

APPL-NO: 09/ 416333 [PALM]
DATE FILED: October 12, 1999

PARENT-CASE:

CROSS REFERENCE TO RELATED APPLICATIONS This application is a continuation in part of Ser. No. 09/315,111, filed May 18, 1999, pending which is a continuation in part of Ser. No. 09/301,102, filed Apr. 28, 1999 pending.

INT-CL: [07] G06 F 9/00

US-CL-ISSUED: 709/207; 709/217, 709/218, 709/227, 705/26, 705/27
US-CL-CURRENT: 709/207; 705/26, 705/27, 709/217, 709/218, 709/227

FIELD-OF-SEARCH: 709/207, 709/217, 709/218, 709/219, 709/227, 709/234, 709/238, 709/240, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected
Search ALL

| PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|----------------------------------|---------------|-----------------|------------|
| <input type="checkbox"/> 5898384 | April 1999 | Alt et al. | 340/825.36 |
| <input type="checkbox"/> 5934795 | August 1999 | Rykowski et al. | 362/309 |
| <input type="checkbox"/> 5992888 | November 1999 | North et al. | 283/56 |
| <input type="checkbox"/> 6073372 | June 2000 | Davis | 40/124.16 |

OTHER PUBLICATIONS

Steven A. Morley, "Making Digital Cinema Actually Happen -What It Takes and Who's Going to Do It", Qualcomm Incorporated, Oct. 31, 1998.

ART-UNIT: 2132

PRIMARY-EXAMINER: Peeso; Thomas R.

ABSTRACT:

Commercial advertisers, such as a chain of retail stores, directly access a network of thousands of large, high resolution roadside electronic displays and directly send their own advertisements electronically to the network to be displayed at locations and times selected by the advertisers, while tying the advertising content into the content of point of purchase displays in the advertiser's store(s).

59 Claims, 4 Drawing figures



Generate Collection

Print

L2: Entry 2 of 3

File: USPT

Aug 6, 2002

US-PAT-NO: 6430603

DOCUMENT-IDENTIFIER: US 6430603 B2

TITLE: System for direct placement of commercial advertising, public service announcements and other content on electronic billboard displays

DATE-ISSUED: August 6, 2002

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|----------------------|--------------------|-------|----------|---------|
| Hunter, Charles Eric | Hilton Head Island | SC | | |

ASSIGNEE-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|---------------------|-------------|-------|----------|---------|-----------|
| World Theatre, Inc. | Morrisville | NC | | | 02 |

APPL-NO: 09/ 301102 [PALM]

DATE FILED: April 28, 1999

INT-CL: [07] G06 F 15/16

US-CL-ISSUED: 709/207; 709/217, 709/219, 709/227, 705/26, 705/27

US-CL-CURRENT: 709/207; 705/26, 705/27, 709/217, 709/219, 709/227

FIELD-OF-SEARCH: 709/207, 709/217, 709/218, 709/219, 709/227, 709/234, 709/238, 709/240, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|--------------------------|---------|---------------|----------------------|------------|
| <input type="checkbox"/> | 3373517 | March 1968 | Halperin | |
| <input type="checkbox"/> | 3376465 | April 1968 | Corpew | |
| <input type="checkbox"/> | 3941926 | March 1976 | Slobodzian et al. | |
| <input type="checkbox"/> | 4368485 | January 1983 | Midland | |
| <input type="checkbox"/> | 4559480 | December 1985 | Nobs | |
| <input type="checkbox"/> | 4734779 | March 1988 | Levis et al. | |
| <input type="checkbox"/> | 4761641 | August 1988 | Schreiber | |
| <input type="checkbox"/> | 4812843 | March 1989 | Champion, III et al. | |
| <input type="checkbox"/> | 5214793 | May 1993 | Conway et al. | |
| <input type="checkbox"/> | 5233423 | August 1993 | Jernigan et al. | |
| <input type="checkbox"/> | 5257017 | October 1993 | Jones et al. | |
| <input type="checkbox"/> | 5274762 | December 1993 | Peterson et al. | |
| <input type="checkbox"/> | 5469020 | November 1995 | Herrick | |
| <input type="checkbox"/> | 5486819 | January 1996 | Horie | |
| <input type="checkbox"/> | 5543856 | August 1996 | Rosser et al. | |
| <input type="checkbox"/> | 5612741 | March 1997 | Loban et al. | |
| <input type="checkbox"/> | 5630067 | May 1997 | Kindell et al. | |
| <input type="checkbox"/> | 5644859 | July 1997 | Hsu | |
| <input type="checkbox"/> | 5724062 | March 1998 | Hunter | |
| <input type="checkbox"/> | 5781734 | July 1998 | Ohno et al. | |
| <input type="checkbox"/> | 5845083 | December 1998 | Hamadani et al. | |
| <input type="checkbox"/> | 5848129 | December 1998 | Baker | |
| <input type="checkbox"/> | 5898384 | April 1999 | Alt et al. | 340/825.36 |
| <input type="checkbox"/> | 5934795 | August 1999 | Rykowski et al. | 362/309 |
| <input type="checkbox"/> | 5992888 | November 1999 | North et al. | 283/56 |
| <input type="checkbox"/> | 6073372 | June 2000 | Davis | 40/124.16 |

OTHER PUBLICATIONS

Steven A. Morley, "Making Digital Cinema Actually Happen -What It Takes and Who's Going to Do It", Qualcomm Incorporated, Oct. 31, 1998.

ART-UNIT: 2132

PRIMARY-EXAMINER: Peeso; Thomas R.

ABSTRACT:

Commercial advertisers, such as consumer product companies and the advertising agents that represent them, directly access a network of thousands of large, high resolution electronic displays located in high traffic areas and directly send their own advertisements electronically to the network to be displayed at locations and times selected by the advertisers.

74 Claims, 2 Drawing figures

End of Result Set



Generate Collection

Print

L2: Entry 3 of 3

File: USPT

Jul 23, 2002

US-PAT-NO: 6424998

DOCUMENT-IDENTIFIER: US 6424998 B1

TITLE: System permitting the display of video or still image content on selected displays of an electronic display network according to customer dictates

DATE-ISSUED: July 23, 2002

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|----------------------|--------------------|-------|----------|---------|
| Hunter, Charles Eric | Hilton Head Island | SC | | |

ASSIGNEE-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|---------------------|-------------|-------|----------|---------|-----------|
| World Theatre, Inc. | Morrisville | NC | | | 02 |

APPL-NO: 09/ 315111 [PALM]

DATE FILED: May 18, 1999

PARENT-CASE:

CROSS REFERENCE TO RELATED APPLICATION This application is a continuation in part of Ser. No. 09/301,102, filed Apr. 28, 1999 pending.

INT-CL: [07] G06 F 15/167

US-CL-ISSUED: 709/207; 709/217, 709/218, 709/227, 705/26, 705/27
US-CL-CURRENT: 709/207; 705/26, 705/27, 709/217, 709/218, 709/227

FIELD-OF-SEARCH: 709/207, 709/217, 709/218, 709/219, 709/227, 709/234, 709/238,
709/240, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|--------------------------|---------|---------------|----------------------|------------|
| <input type="checkbox"/> | 3373517 | March 1968 | Halperin | |
| <input type="checkbox"/> | 3376465 | April 1968 | Corpew | |
| <input type="checkbox"/> | 3941926 | March 1976 | Slobodzian et al. | |
| <input type="checkbox"/> | 4368485 | January 1983 | Midland | |
| <input type="checkbox"/> | 4559480 | December 1985 | Nobs | |
| <input type="checkbox"/> | 4734779 | March 1988 | Levis et al. | |
| <input type="checkbox"/> | 4761641 | August 1988 | Schreiber | |
| <input type="checkbox"/> | 4812843 | March 1989 | Champion, III et al. | |
| <input type="checkbox"/> | 5214793 | May 1993 | Conway et al. | |
| <input type="checkbox"/> | 5233423 | August 1993 | Jernigan et al. | |
| <input type="checkbox"/> | 5257017 | October 1993 | Jones et al. | |
| <input type="checkbox"/> | 5274762 | December 1993 | Paterson et al. | |
| <input type="checkbox"/> | 5469020 | November 1995 | Herrick | |
| <input type="checkbox"/> | 5486819 | January 1996 | Horie | |
| <input type="checkbox"/> | 5543856 | August 1996 | Rosser et al. | |
| <input type="checkbox"/> | 5612741 | March 1997 | Loban et al. | |
| <input type="checkbox"/> | 5630067 | May 1997 | Kindell et al. | |
| <input type="checkbox"/> | 5644859 | July 1997 | Hsu | |
| <input type="checkbox"/> | 5724062 | March 1998 | Hunter | |
| <input type="checkbox"/> | 5781734 | July 1998 | Ohno et al. | |
| <input type="checkbox"/> | 5845083 | December 1998 | Hamadani et al. | |
| <input type="checkbox"/> | 5848129 | December 1998 | Baker | |
| <input type="checkbox"/> | 5898384 | April 1999 | Alt et al. | 340/825.36 |
| <input type="checkbox"/> | 5934795 | August 1999 | Rykowski et al. | 362/309 |
| <input type="checkbox"/> | 5992888 | November 1999 | North et al. | 283/56 |
| <input type="checkbox"/> | 6073372 | June 2000 | Davis | 40/124.16 |

OTHER PUBLICATIONS

Steven A. Morley, "Making Digital Cinema Actually Happen --What It Takes and Who's Going to Do It", Qualcomm Incorporated, Oct. 31, 1998.

ART-UNIT: 2132

PRIMARY-EXAMINER: Peeso; Thomas R.

ABSTRACT:

Commercial advertisers, such as consumer product companies and the advertising agents that represent them, directly access a network of thousands of large, high resolution electronic displays located in high traffic areas and directly send their own advertisements electronically to the network to be displayed at locations and times selected by the advertisers. In another application, operators of digital movie theaters have ongoing, continuous access to tens of thousands of movies that can be ordered in digital form for display on selected screens at their theaters at

selected times.

22 Claims, 4 Drawing figures

WEST

Help

Logout

Interrupt

Main Menu

Search Form

Posting Counts

Show S Numbers

Edit S Numbers

Preferences

Cases

Search Results -

| Terms | Documents |
|-----------------------------|-----------|
| L7 and (merchant or seller) | 4 |

Database:

US Patents Full-Text Database
 US Pre-Grant Publication Full-Text Database
 JPO Abstracts Database
 EPO Abstracts Database
 Derwent World Patents Index
 IBM Technical Disclosure Bulletins

Search:

L8

Refine Search

Recall Text

Clear

Search History
 DATE: Thursday, March 06, 2003 [Printable Copy](#) [Create Case](#)

Set Name Query
side by side

Hit Count Set Name
result set

DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR

| | | | |
|-----------|---------------------------------------------------------------------------------------------|-----|-----------|
| <u>L8</u> | L7 and (merchant or seller) | 4 | <u>L8</u> |
| <u>L7</u> | L6 and adverti\$ | 50 | <u>L7</u> |
| <u>L6</u> | gps and ((ordered or ordering or orders) with (product or goods or item)) and @ad<=19991216 | 983 | <u>L6</u> |
| <u>L5</u> | L1 and gps | 0 | <u>L5</u> |
| <u>L4</u> | L1 and bill\$ | 2 | <u>L4</u> |
| <u>L3</u> | L1 and adverti\$ | 3 | <u>L3</u> |
| <u>L2</u> | L1 and adverti\$.clm. | 0 | <u>L2</u> |
| <u>L1</u> | 5612741.pn. or 6029141.pn. or 5729214.pn. | 3 | <u>L1</u> |

END OF SEARCH HISTORY



Generate Collection

Print

L1: Entry 3 of 4

File: USPT

Mar 18, 1997

US-PAT-NO: 5612741
DOCUMENT-IDENTIFIER: US 5612741 A

TITLE: Video billboard

DATE-ISSUED: March 18, 1997

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|-----------------|-----------|-------|----------|---------|
| Loban; Jerry M. | Grapevine | TX | | |
| Ryng; Henry D. | Phoenix | AZ | | |

ASSIGNEE-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|-------------------------------------|--------|-------|----------|---------|-----------|
| Curtis Mathes Marketing Corporation | Dallas | TX | | | 02 |

APPL-NO: 08/ 148048 [PALM]
DATE FILED: November 5, 1993

INT-CL: [06] H04 N 5/66, H04 N 9/12

US-CL-ISSUED: 348/383; 348/840
US-CL-CURRENT: 348/383; 348/840

FIELD-OF-SEARCH: 348/383, 348/744, 348/745, 348/748, 348/750, 348/751, 348/756,
348/758, 348/761, 348/766, 348/778, 348/779, 348/781, 348/790, 348/794, 348/806,
348/807, 348/839, 348/840

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|--------------------------|---------|----------------|----------------|------------|
| <input type="checkbox"/> | 4295159 | October 1981 | Carollo et al. | 348/761 |
| <input type="checkbox"/> | 4425028 | January 1984 | Gagnon et al. | |
| <input type="checkbox"/> | 4650286 | March 1987 | Koda et al. | |
| <input type="checkbox"/> | 4715684 | December 1987 | Gagnon | |
| <input type="checkbox"/> | 4739567 | April 1988 | Cardin | 359/460 |
| <input type="checkbox"/> | 4749259 | June 1988 | Ledebuhr | |
| <input type="checkbox"/> | 4786146 | November 1988 | Ledebuhr | |
| <input type="checkbox"/> | 4866530 | September 1989 | Kalver | 348/799 |
| <input type="checkbox"/> | 4923280 | May 1990 | Clausen et al. | 359/456 |
| <input type="checkbox"/> | 4951131 | August 1990 | Lindahl | 348/747 |
| <input type="checkbox"/> | 5005950 | April 1991 | Morin | 348/383 |
| <input type="checkbox"/> | 5061921 | October 1991 | Lesko et al. | 340/815.83 |
| <input type="checkbox"/> | 5257017 | October 1993 | Jones et al. | 348/744 |
| <input type="checkbox"/> | 5296922 | March 1994 | Mitano et al. | 359/457 |

ART-UNIT: 262

PRIMARY-EXAMINER: Lee; Michael

ABSTRACT:

A video billboard 10 includes one or more projection units 12 utilizing a liquid crystal light valve projector 32 to project images onto a lenticulated lens screen 34. The types of images to be displayed, along with the time of day in which the images are to be displayed, are controlled from a remote master transmitter 24. A plurality of projection units 12(a-d) can be mounted together to provide an enlarged image display area.

31 Claims, 10 Drawing figures



Generate Collection

Print

L1: Entry 1 of 4

File: USPT

Feb 22, 2000

US-PAT-NO: 6029141

DOCUMENT-IDENTIFIER: US 6029141 A

TITLE: Internet-based customer referral system

DATE-ISSUED: February 22, 2000

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|----------------------|---------|-------|----------|---------|
| Bezos; Jeffrey P. | Seattle | WA | | |
| Kaphan; Sheldon J. | Seattle | WA | | |
| Ratajak; Ellen L. | Seattle | WA | | |
| Schonhoff; Thomas K. | Seattle | WA | | |

ASSIGNEE-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|------------------|---------|-------|----------|---------|-----------|
| Amazon.com, Inc. | Seattle | WA | | | 02 |

APPL-NO: 08/ 883770 [PALM]

DATE FILED: June 27, 1997

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/27; 705/26, 705/10

US-CL-CURRENT: 705/27; 705/10, 705/26

FIELD-OF-SEARCH: 705/27, 705/10, 705/14, 705/26, 707/513, 395/200.3, 395/200.33, 395/200.53, 395/200.54, 395/200.57

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|--------------------------|---------|----------------|------------------|------------|
| <input type="checkbox"/> | 5319542 | June 1994 | King, Jr. et al. | 705/27 |
| <input type="checkbox"/> | 5537314 | July 1996 | Kanter | |
| <input type="checkbox"/> | 5590197 | December 1996 | Chen et al. | |
| <input type="checkbox"/> | 5712979 | January 1998 | Graber et al. | 395/200.54 |
| <input type="checkbox"/> | 5715314 | February 1998 | Payne et al. | 380/24 |
| <input type="checkbox"/> | 5717860 | February 1998 | Graber et al. | 395/200.57 |
| <input type="checkbox"/> | 5724424 | March 1998 | Gifford | 380/24 |
| <input type="checkbox"/> | 5745681 | April 1998 | Levine et al. | 395/200.3 |
| <input type="checkbox"/> | 5812769 | September 1998 | Graber et al. | 395/200.58 |
| <input type="checkbox"/> | 5819285 | October 1998 | Damico et al. | 707/104 |

OTHER PUBLICATIONS

Dialog file 16 (database PROMT(R)), No. 6016914, "BookSite launches version 3.0 of the popular electronic commerce web site.", Business Wire, 2 pages, Feb. 23, 1996.

Dialog file 16 (database PROMT(R)), No. 6296727, "Amazon.com introduces "Amazon.com Associates"--a new model for internet-based commerce." Business Wire, 3 pages, Jul. 18, 1996.

Can Mixing `Cookies` with Online Marketing be a Recipe for Heartburn? (Infoworld, vol. 18, No. 30), Jul. 22, 1996.

Real Time Travel Info Available Online (Dialog database file 9, document 01107096), Jan. 17, 1995.

Online Growth Virtually Untapped; PC Vendors Taking More Advantage of Booming Sales (Computer Retail Week vol. 4, No. 64, p. 160), Jun. 6, 1994.

Selected document from Books.com Web site describing Book Stacks Unlimited links partner program, downloaded and printed Jun. 20, 1997 and Jun. 23, 1997.

Selected documents from Incognito Cafe Web site describing several on-line bookstore links, undated (5 printed pages).

Resnick, P., Iacovou, N., Suchak, M., Bergstrom, P., and Riedl, J., GroupLens: An Open Architecture for Collaborative Filtering of Netnews. Proceedings of ACM 1994 Conference on Computer Supported Cooperative Work, Chapel Hill, NC, pp. 175-186.

Balabanovic, M., and Shoham, Y., Fab: Content-Based, Collaborative Recommendation. Communications of the ACM, vol. 40., No. 3, (Mar. 1997) pp. 66-73.

ART-UNIT: 271

PRIMARY-EXAMINER: Voeltz; Emanuel Todd

ASSISTANT-EXAMINER: Kalinowski; Alexander

ABSTRACT:

Disclosed is an Internet-based referral system that enables individuals and other business entities ("associates") to market products, in return for a commission, that are sold from a merchant's Web site. The system includes automated registration software that runs on the merchant's Web site to allow entities to register as associates. Following registration, the associate sets up a Web site (or other information dissemination system) to distribute hypertextual catalog documents that includes marketing information (product reviews, recommendations, etc.) about selected products of the merchant. In association with each such product, the catalog document includes a hypertextual "referral link" that allows a user ("customer") to link to the merchant's site and purchase the product. When a customer selects a referral link, the customer's computer transmits unique IDs of the selected product and of the associate to the merchant's site, allowing the merchant to identify the product and the referring associate. If the customer subsequently purchases the product from the merchant's site, a commission is automatically credited to an account of the referring associate. The merchant site also implements an electronic shopping cart that allows the customer to select

products from multiple different Web sites, and then perform a single "check out" from the merchant's site.

42 Claims, 14 Drawing figures



Generate Collection

Print

L1: Entry 2 of 4

File: USPT

Mar 17, 1998

US-PAT-NO: 5729214

DOCUMENT-IDENTIFIER: US 5729214 A

TITLE: Condition reactive display medium

DATE-ISSUED: March 17, 1998

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|----------------------|-----------------|-------|----------|---------|
| Moore; Steven Jerome | Cortlandt Manor | NY | 10566 | |

APPL-NO: 08/ 581802 [PALM]

DATE FILED: January 2, 1996

INT-CL: [06] G08 G 1/09

US-CL-ISSUED: 340/905; 340/907, 340/908.1, 340/910, 340/917, 340/934, 340/939, 340/525, 364/436, 364/437

US-CL-CURRENT: 340/905; 340/525, 340/907, 340/908.1, 340/910, 340/917, 340/934, 340/939, 701/117, 701/118

FIELD-OF-SEARCH: 340/901-908.1, 340/928, 340/933, 340/917, 340/934, 340/939, 340/525, 340/910, 364/435-438

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|--------------------------|---------|---------------|-----------------|---------|
| <input type="checkbox"/> | 3614727 | October 1971 | Fritts | |
| <input type="checkbox"/> | 4727371 | February 1988 | Wulkowicz | 340/905 |
| <input type="checkbox"/> | 4896153 | January 1990 | Pastorino | 340/906 |
| <input type="checkbox"/> | 4985705 | January 1991 | Stammner | 340/910 |
| <input type="checkbox"/> | 5131020 | July 1992 | Liebesny et al. | 340/905 |
| <input type="checkbox"/> | 5289183 | February 1994 | Hassett et al. | 340/905 |
| <input type="checkbox"/> | 5317311 | May 1994 | Martell et al. | 340/905 |

ART-UNIT: 267

PRIMARY-EXAMINER: Crosland; Donnie L.

ABSTRACT:

Digitally-effectuated automatic control over the message or messages displayed on one or more programmable display mediums in response to changing conditions, or anticipated changing conditions, in the vicinity of the display mediums is disclosed.

11 Claims, 8 Drawing figures

End of Result Set



Generate Collection

Print

L1: Entry 4 of 4

File: USPT

Aug 3, 1993

US-PAT-NO: 5233423
DOCUMENT-IDENTIFIER: US 5233423 A

TITLE: Embedded commercials within a television receiver using an integrated
electronic billboard

DATE-ISSUED: August 3, 1993

INVENTOR-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY |
|---------------------|------------|-------|----------|---------|
| Jernigan; Forest E. | Morristown | TN | | |
| Bingham; Joseph P. | Knoxville | TN | | |

ASSIGNEE-INFORMATION:

| NAME | CITY | STATE | ZIP CODE | COUNTRY | TYPE CODE |
|------------------------------------|----------|-------|----------|---------|-----------|
| North American Philips Corporation | New York | NY | | | 02 |

APPL-NO: 07/ 618349 [PALM]
DATE FILED: November 26, 1990

INT-CL: [05] H04N 5/268, H04N 5/272

US-CL-ISSUED: 358/181; 358/183
US-CL-CURRENT: 348/564; 348/565

FIELD-OF-SEARCH: 358/181, 358/188, 358/22PIP, 358/22, 358/183, 358/85, 358/84,
358/908, 358/86

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

Search ALL

| | PAT-NO | ISSUE-DATE | PATENTEE-NAME | US-CL |
|--------------------------|---------|---------------|-----------------|---------|
| <input type="checkbox"/> | 4344090 | August 1982 | Belisomi et al. | 358/183 |
| <input type="checkbox"/> | 4459585 | July 1984 | Pasternak | 358/183 |
| <input type="checkbox"/> | 4814883 | March 1989 | Perine et al. | 358/181 |
| <input type="checkbox"/> | 4855833 | August 1989 | Kageyama et al. | 358/181 |
| <input type="checkbox"/> | 4918531 | April 1990 | Johnson | 358/181 |
| <input type="checkbox"/> | 4974085 | November 1990 | Campbell et al. | 358/85 |
| <input type="checkbox"/> | 4984082 | January 1991 | Okamura | 358/22 |
| <input type="checkbox"/> | 5027211 | June 1991 | Robertson | 358/183 |
| <input type="checkbox"/> | 5060068 | October 1991 | Lindstrom | 358/86 |

ART-UNIT: 262

PRIMARY-EXAMINER: Groody; James J.

ASSISTANT-EXAMINER: Murrell; Jeffrey S.

ABSTRACT:

A television receiver is equipped with a graphics generator which is capable of generating a single or multiple graphic images from data representing commercial advertisements stored in a memory device. The elements of this arrangement include a micro-controller, a memory device, a graphics and memory controller, a pallet controller and a video switch. The images corresponding to the commercial advertisements are displayed to the consumer when a control function of the television receiver is activated. Alternatively, the images may be displayed in response to an internal clock. The images presented may be static or animated and may occupy a small portion of the screen or the full screen.

10 Claims, 6 Drawing figures